

Ideation Phase

Empathize & Discover

Date	02 NOVEMBER 2025
Team ID	NM2025TMID06595
Project Name	Calculating Family Expenses using Service Now
Maximum Marks	4 Marks

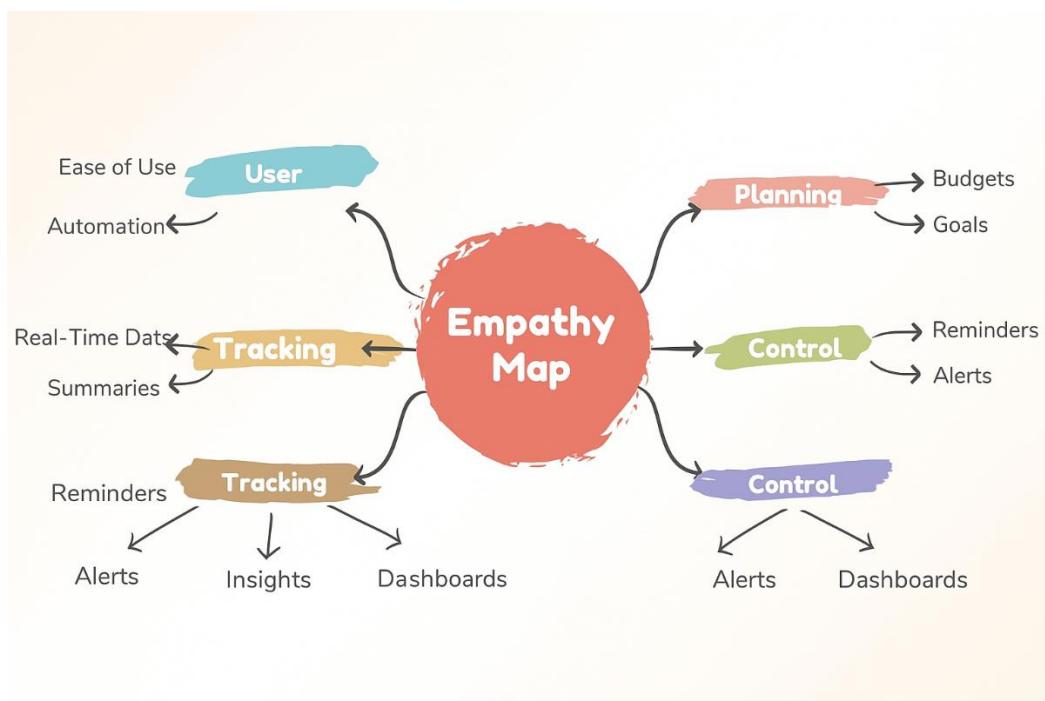
Empathy Map Canvas:

In the *Empathize & Discover* phase, the team observes how families record and track their daily expenses. They learn that many users struggle to organize spending across multiple categories like food, rent, and utilities. By talking to different family members, the team discovers that the lack of a centralized expense management tool leads to poor tracking, confusion, and missed budgeting goals.

Users often rely on notebooks or mobile calculators, which provide no real-time summaries or visual reports. They want a simple, automated, and transparent solution that shows where money is going and helps them plan future spending effectively.

These insights helped the team understand the need for an automated platform in **ServiceNow** that can manage expense data, generate visual dashboards, and send reminders for budget limits. This understanding guided the team to design a practical and family-friendly expense management solution.

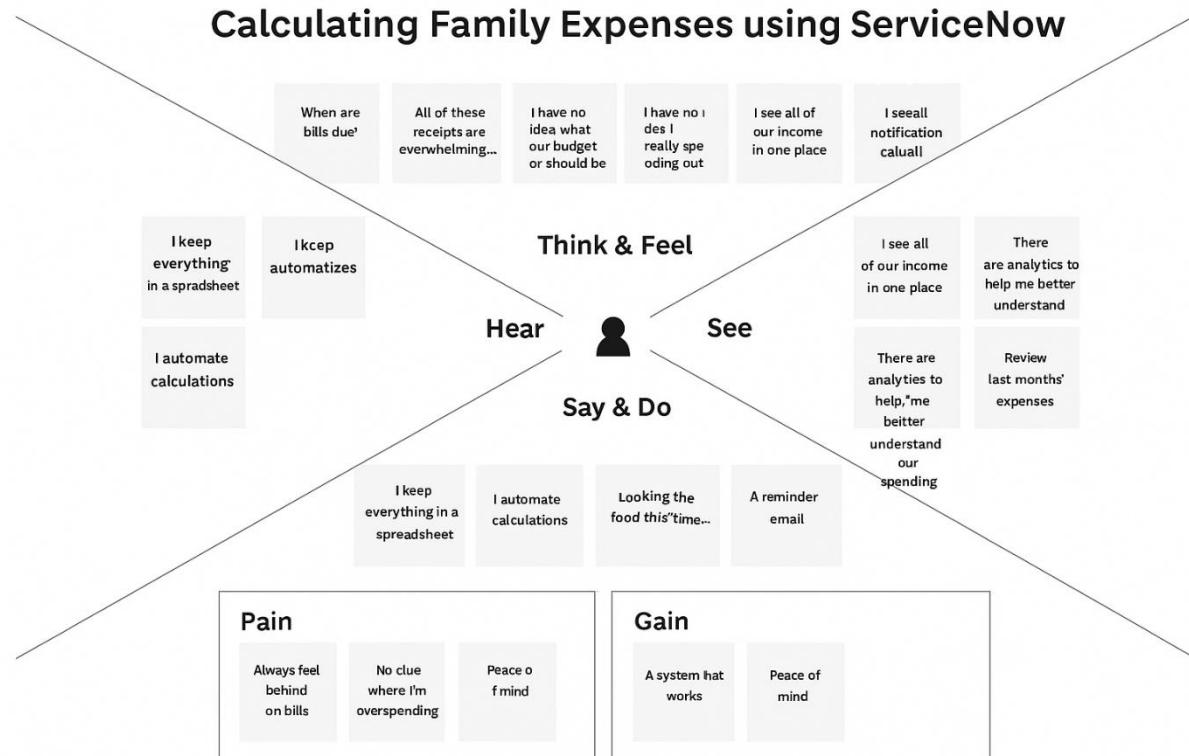
Example:



Reference: <https://www.mural.co/templates/empathy-map-canvas>

The empathy map helped us understand user challenges when deleting assigned users. It shows their pain, actions, and needs for better control and alerts. This guided us to design a safer system that prevents accidental deletion.

Example: Family Expense Management Application



By deeply understanding users through empathy mapping, we identified their biggest pain points, such as difficulty in tracking expenses, lack of transparency in spending, and the absence of budget alerts. These insights guided us to design a ServiceNow-based expense management system that empowers users to record and categorize their expenses automatically, set and monitor monthly budgets, visualize spending patterns through interactive dashboards, and receive alerts when they exceed predefined limits. This solution enhances financial awareness, reduces manual effort, and encourages smarter budgeting for families. Ultimately, the system improves financial stability and builds user confidence by providing a clear and organized view of their expenses and overall spending behavior.